

**GOVERNMENT OF TELANGANA  
ABSTRACT**

ITE&C Department – IMAGE Policy - Incentives - Sanction and Release of Lease Rental Subsidy for an amount of Rs.10,69,529/- (Rupees Ten Lakhs Sixty Nine Thousand Five Hundred and Twenty Nine only) in favour of M/s.B2H Studios Private Limited, Hyderabad for the second year 2017-18 and third year 2018-19 - Orders - Issued.

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**INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS  
(Promotions) DEPARTMENT**

**G.O.Rt.No. 7**

**Dated: 19-01-2021**

**Read the following:**

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. Application dt:07.11.2017 of M/s.B2H Studios Private Limited, Hyderabad.
3. Minutes of the 3<sup>rd</sup> CCAVCGI meeting held on 06.12.2017.
4. G.O.Rt.No.19, ITE&C (Promotions) Department dt:19.02.2018.
5. Application dt: dt:12.03.2019 of M/s.B2H Studios Private Limited, Hyderabad.
6. Minutes of the 5<sup>th</sup> CCAVCGI meeting held on 02.05.2019.
7. Application dt:27.07.2020 of M/s.B2H Studios Private Limited, Hyderabad.
8. Minutes of the 6<sup>th</sup> CCAVCGI meeting held on 04.09.2020.
9. G.O.Rt.No.1471, Finance (EBS.I) Department dt:05.12.2020.
10. U.O.Note.No.ITEC-12/BDGT/6/2020, ITE&C Dept, dt:10.12.2020.

**ORDER:**

Government in the IMAGE Policy issued vide G.O. reference 1<sup>st</sup> read above have ordered for provision of certain incentives to the eligible Animation, Visual effects, Comics & Gaming (AVCG) Industry in order to ensure overall development of AVCG Industry in the State. In pursuance of the said orders, M/s.B2H Studios Private Limited, Hyderabad vide references 5<sup>th</sup> read above and 7<sup>th</sup> read above has submitted applications for reimbursement of lease rental subsidy incentive for the second year 2017-18 and third year 2018-19 respectively. The company has taken 2800 sq.ft. space on lease/rent at Plot No.28, Road No.16, 2nd floor, Prashasan Nagar, Jubilee Hills, Hyderabad.

2. M/s.B2H Studios Private Limited has applied under Women Entrepreneur category. As per IMAGE Policy, AVCG Industry under Women Entrepreneur category, would be eligible for reimbursement of 50% subsidy on lease rentals up to Rs.8 lakhs per annum maximum up to a period of three years, built up office space upto 25,000 sft. Ms.Somala Sirisha Varma, Director, has a share of 52% in the company.

3. The lease rental subsidy for the first year 2016-2017 was released to M/s.B2H Studios Private Limited vide reference 4<sup>th</sup> read above.

4. The company has applied for the second year 2017-18 and third year 2018-19. The total lease rental paid by the company for the second year 2017-18 is Rs.12,31,070/- which includes taxes. Taxes will not be reimbursed. The total amount comes to Rs.10,12,320/-. 50% of the said amount comes to Rs.5,06,160/-. As such, the company is eligible for reimbursement of Rs.5,06,160/- for the second year 2017-18. The total lease rental paid by the company for the third year 2018-19 is Rs.13,29,561/- which includes taxes. Taxes will not be reimbursed. As such, after deducting taxes, the total amount comes to Rs.11,26,738/-. 50% of the said amount comes to Rs.5,63,369/-. As such, the company is eligible for reimbursement of Rs.5,63,369/- for the third year 2018-19. The total amount to be reimbursed for two years comes to Rs.10,69,529/- (Rs.5,06,160/- + Rs.5,63,369/-).

5. The 5<sup>th</sup> CCAVCGI (Consultative Committee on Animation, Visual effects, Comics & Gaming Industry) vide reference 6<sup>th</sup> read above recommended that M/s.B2H Studios Private Limited, Hyderabad is eligible for reimbursement of lease rental subsidy for an amount of Rs.5,06,160/- only for the second year 2017-2018. The 6<sup>th</sup> CCAVCGI vide reference 8<sup>th</sup> read above recommended that M/s.B2H Studios Private Limited, Hyderabad is eligible for reimbursement of lease rental subsidy for an amount of Rs.5,63,369/- only for the third year 2018-19.

6. In the G.O. reference 9<sup>th</sup> read above, the Finance Department has released BRO to ITE&C Dept as additional funds towards meeting the expenditure in relaxation of treasury control and quarterly regulation orders pending inclusion in the Supplementary Estimates 2020-2021, under the Head of Account:330 - Subsidies for an amount of Rs.14,00,00,000/- (Rupees Fourteen Crores only).

7. Taking into consideration the recommendations of CCAVCGI vide references 6<sup>th</sup> and 8<sup>th</sup> read above, Government after careful consideration, hereby sanction and release an amount of Rs.10,69,529/- (Rupees Ten Lakhs Sixty Nine Thousand Five Hundred and Twenty Nine only) in favour of M/s.B2H Studios Private Limited, Hyderabad towards Lease Rental Subsidy for the second year 2017-18 and third year 2018-19.

8. The amount sanctioned in Para.7 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (25)	: State Sector Schemes
SH (22)	: ITE&C Department
330	: Subsidies

9. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.10,69,529/- (Rupees Ten Lakhs Sixty Nine Thousand Five Hundred and Twenty Nine only) sanctioned in Para.7 above and arrange for payment duly applying the TDS in favour of M/s.B2H Studios Private Limited, Hyderabad.

10. M/s.B2H Studios Private Limited, Hyderabad shall submit advance stamped receipt for Rs.10,69,529/- (Rupees Ten Lakhs Sixty Nine Thousand Five Hundred and Twenty Nine only) to this Department in duplicate.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**JAYESH RANJAN**  
**PRINCIPAL SECRETARY TO GOVERNMENT**

To  
M/s.B2H Studios Private Limited, Plot No.28, Road No.16, 2nd floor, Prashasan Nagar, Jubilee Hills, Hyderabad.

The Accountant General (Audit), Telangana, Hyderabad

The Accountant General (A&E), Telangana, Hyderabad

The Director of Treasuries and Accounts, Telangana, Hyderabad

The District Treasury Officer, Urban, Hyderabad

The Pay and Accounts Officer, Telangana, Hyderabad

The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad

The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:

Fin. (EBS.I) Department

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// FORWARDED : : BY ORDER //

**SECTION OFFICER**